

## **DCBID Marketing Department Activity, Week of 3/23/14**

### **M+A**

#### Los Angeles Business Journal 2015 Women Making a Difference

- Agency completed Carol Schatz's nomination for the 2015 LABJ Women Making a Difference Awards and Symposium and sent to Client for approval on 3.17.
- Agency received Client approval and submitted the nomination on 3.18. Agency received confirmation on 3.19 that the nomination was received from the reporter covering the event. Currently pending next steps in the nomination process.

#### CTO Press Release

- Agency received Client approval on 3/10 and began distribution to list of targeted publications. As of now, Roger Vincent, Commercial Real Estate Reporter for the LA Times, RSVPed that he will be in attendance.

#### Media Coverage

GlobeSt	3.18
LA Downtown News	3.24

#### CTO Tour

- Agency set up media check in addition to attending the CTO Tour Launch and Reception on 3.26.
- Agency to secure event photos and draft a post event press release. Release is currently in development.

#### DCBID Wayfinding Signage

- Agency/Client/Vendor to set up call to discuss next steps.

#### Annual Report

- Per Client direction, Agency incorporated changes and sent to Client for review on 3.23. Currently pending Client feedback.
- Agency secured printing estimate and sent to Client for review on 3.25.
- Client requested that the quote be changed to accommodate printing 1500 copies.

#### Q4 Market Report Press Release

- Per Client direction, Agency drafted a press release announcing the distribution of the DCBID Year End Market Report and submitted to Client for review on 3/11.
- Release is currently pending Client review and feedback.

#### Q1 Newsletter

- Agency began production on the design and copy for the Q1 Newsletter and sent to Client for review on 3.24.
- Client provided edits and Agency secure printing estimate on 3.25.
- Agency Received additional feedback from Client on 3.25. Agency incorporated changes and sent to Client for review on 3.26. Currently pending Client feedback.